



Visit SLO CAL Marketing Committee Meeting

Tuesday, May 20, 2025

8:30 am – 10:30 am

Visit SLO CAL, 81 Higuera St, Ste 220, San Luis Obispo, CA, 93401

1. CALL TO ORDER

2. PUBLIC COMMENT

CONSENT AGENDA – *motion required*

3. Approval of March 11, 2025 Marketing Committee Retreat Minutes

Staff will request Committee approval of the March 11, 2025 Marketing Committee Retreat Meeting Minutes.

VP MARKETING REPORT

M. Cano

4. Visit SLO CAL VP of Marketing Report

VP of Marketing will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS

M. Cano

5. New Brand Campaign Update

Staff and agencies will present the focus group findings and the updated new brand campaign concept.

6. FY 2026 DRAFT Business & Marketing Plan

The Committee will review Visit SLO CAL's FY 2026 Business & Marketing Plan and staff will request a recommendation for Board of Directors approval.

7. FY 2026 Proposed Budget

Staff will present Visit SLO CAL's proposed FY 2026 Budget.

8. Marketing Committee Member Application Approval

Staff will provide a review of the Marketing Committee applications and request the Committee provide a recommendation to the Board for approval.

9. Marketing, Sales & ESC 2050 Updates

Staff will provide an overview of marketing performance, review recent sales activities and discuss ESC 2050 initiatives.

ADJOURN

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Megan Leininger at (805) 541-8000 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. The agenda will be made available for public inspection at Visit SLO CAL's Office located at 81 Higuera St, Suite 220, San Luis Obispo, CA 93401 and online at slocal.com. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited, and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The agenda provides a general description and staff recommendations; however, the Marketing Committee may take action other than what is recommended.